

## NEWS RELEASE

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### **Augusta CVB Moves to 1010 Broad Street**

*Augusta, GA* – The Augusta Convention & Visitors Bureau (ACVB), along with the Augusta Sports Council (ASC) and the ACVB-managed Visitor Center, has moved to 1010 Broad Street in downtown Augusta.

The ACVB will continue to share space with the ASC. Both ACVB and ASC administrative offices are located on the upper floors. The Visitor Center is operating in a transitional set-up on the first floor. During this transitional time, ACVB staff will continue to provide information on Augusta’s River Region and sell a small selection of Augusta and Southern merchandise. Design plans are currently underway to build out a more modern, “experiential” space that will showcase the best of what Augusta has to offer to both locals and visitors alike. The ACVB will be ready to unveil these plans this fall.

The move comes as part of [Destination Blueprint](#) and the ACVB strategic plan, in which the Board of Directors tasked the organization with providing a unique Augusta experience and bringing both arms of the organization together again in one location.

“We’re excited to have the entire staff back under one roof,” said ACVB President and CEO, Bennish Brown. “Our relocation to 1010 Broad Street is an early win for Destination Blueprint and represents our commitment to continue ‘Telling Our Story’ in a more visible and interactive setting. It’s vital that visitors, as well as fellow Augustans, know the story of Augusta’s River Region. This new space will allow us to chronicle and enhance that story in a unique way while inspiring increased exploration of local attractions and businesses.”

The temporary Visitor Center set up Monday, July 30<sup>th</sup> at the new location. The hours of operation are Monday through Friday: 8:30am – 5pm, Saturday: 10am – 5pm, and Sunday: 12pm – 5pm.

As the official destination marketing and management organization of Augusta, the ACVB is dedicated to being the prime advocate and leader of visitor-centric destination development and marketing in Augusta's River Region by positioning Augusta as a preferred visitor destination and enhancing the region's economy through tourism dollars.

As part of this commitment, ACVB public relations efforts have garnered coverage on media outlets such as [Southern Living](#), [Travel + Leisure](#), [Food & Wine](#), [Fodor's Travel](#), and the [Travel Channel](#), telling Augusta's story while generating national interest in the region as a visitor destination.

In 2016, Augusta tourism generated \$532 million in visitor spending. This equated to \$529 in tax relief per household and 4,782 tourism-related jobs in Augusta.

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***About Destination Blueprint:*** In an effort to enhance Augusta's quality of place and position the city as a preferred visitor destination, the Augusta Convention and Visitors Bureau worked with Conventions, Sports & Leisure to create the Destination Blueprint. This effort was the result of extensive reviews of more than 7 existing regional plans along with feedback from thousands of residents and visitors. Destination Blueprint includes tourism and lifestyle products and experiences that will appeal to target visitor audiences and residents alike built out over a 5 to 10-year period.